

Rep Order# 6831860 Ver# 2 Status Returned
EC'd Yes

1

1 of
13

Showing Buylines: All Lines

ing Bylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#

Agency	() SHORR,JOHNSON,MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Rep Firm	
Agency CPI/P2E	//30S	Sales Office	() PHILADELPHIA Salesperson () AMY MCCREARY
Flight Dates	07/31/2012 - 08/06/2012	Salesperson Phone#	215-568-6540
Hiams Weeks		Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE - 308 SC-**

- REMARKS -

PLEASE SEE 'NA LINE 13. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F		5A-6A	Buyline Comment: NEWS	:30	\$400.00	07/31-08/03	4	1	4	\$1,600.00
2	M		5A-6A	Buyline Comment: NEWS	:30	\$400.00	08/06-08/06	1	1	1	\$400.00
3	M		6A-7A	Buyline Comment: NEWS	:30	\$700.00	08/06-08/06	1	1	1	\$700.00
4	TU-F		6A-7A	Buyline Comment: NEWS	:30	\$700.00	07/31-08/03	4	1	4	\$2,800.00
5	TU-F		7A-9A	Buyline Comment: TODAY	:30	\$1,400.00	07/31-08/03	8	1	8	\$11,200.00
6	M		7A-9A	Buyline Comment: TODAY	:30	\$1,400.00	08/06-08/06	2	1	2	\$2,800.00
7	M		730P-8P	Buyline Comment: ONLY ZONE	:30	\$750.00	08/06-08/06	1	1	1	\$750.00
8	TU-SA		730P-8P	Buyline Comment: ONLY ZONE	:30	\$750.00	07/31-08/04	5	1	5	\$3,750.00

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Traffic Order# 104119
Printed: 07/09/2012 9:14 AM
Last Received: 07/09/2012 6:03 AM

Showing Buylines: All Lines
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

2 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product 30S
Estimate# MICHAEL DETTORRE
Buyer Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P/I/P2/E //30S
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
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Salesperson Phone#: 215-568-6540
Salesperson FAX#: 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	Buyline Comment: OLY PRIME	---	---	---	---	---	---	---	---
10	F		8P-12A		:30	\$6,000.00	08/03-08/03	1	1	1	\$6,000.00	
11	TU-TH		8P-12A	Buyline Comment: OLY PRIME	:30	\$6,000.00	07/31-08/02	6	1	6	\$36,000.00	
12	SU		7P-12A	Buyline Comment: OLY PRIME	:30	\$6,000.00	08/05-08/05	1	1	1	\$6,000.00	
*13	SA		9A-930A	Buyline Comment: NEWS	:30	\$500.00	08/04-08/04	1	1	1	\$500.00	
14	SA		7A-9A	Buyline Comment: SAT TDOAY	:30	\$625.00	08/04-08/04	1	1	1	\$625.00	
15	SU		7A-6P	Buyline Comment: SAT TDOAY	:30	\$1,700.00	08/05-08/05	4	1	4	\$6,800.00	
16	SA		5A-6P	Buyline Comment: OLY DAYTIME WK	:30	\$1,700.00	08/04-08/04	4	1	4	\$6,800.00	
17	TU-F		9A-4P	Buyline Comment: OLY DAYTIME	:30	\$1,200.00	07/31-08/03	8	1	8	\$9,600.00	
18	M		9A-4P	Buyline Comment: OLY DAYTIME	:30	\$1,200.00	08/05-08/06	2	1	2	\$2,400.00	

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Buyer MICHAEL DETTORRE

Phone#
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Report Totals: 55 / \$104,725.00

SALES MONTHLY TOTALS—

Aug 12: 55 / \$104,725.00

Sales Totals: 55 / \$104,725.00

Station Totals: 55 / \$104,725.00

Lines not sent/rclid/rtrn: 0 / \$0.00

COMPETITIVE

Market Totals	CATV	KBLR	KINC	KLAS	KSMY	KSVT
\$213,724	0%	0%	0%	20%	4.9%	1.3%
XXXX	16%	KTUD	RVCW	0%	KVVU	
0%		0%	2%			

COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books JUL12
Demos RA35+